

Named Entity Recognition

Guidelines for Annotation

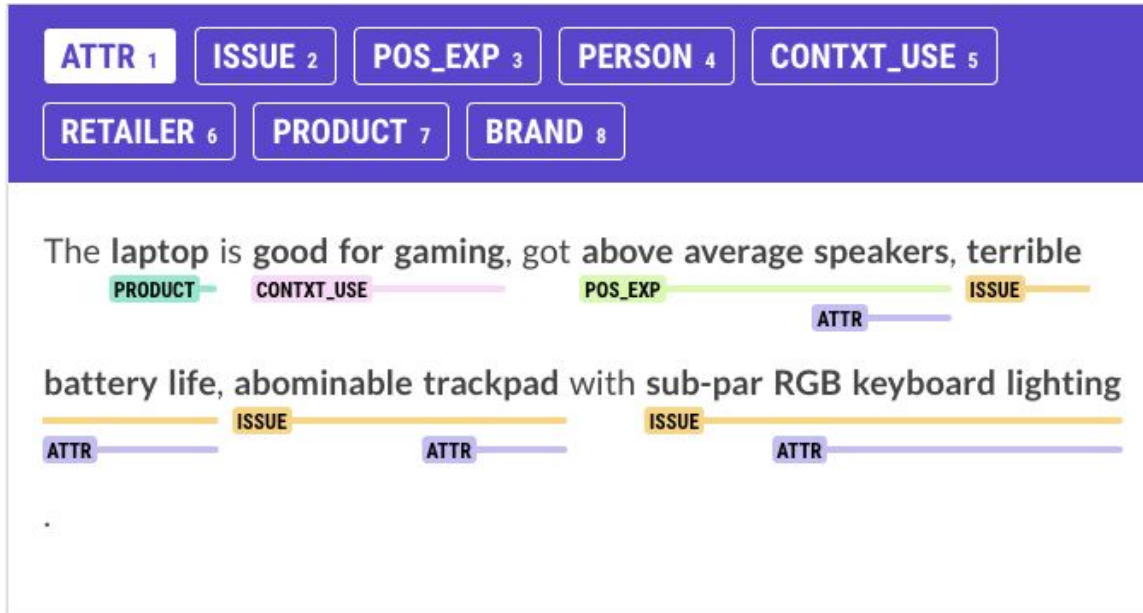
Task Definition

Locate and classify entities mentioned in unstructured text into predefined categories: **Attribute**, **Context of Use**, **Issue**, **Positive Experience**, **Person**, **Retailer**, **Product**, **Brand**.

The diagram illustrates the task of entity classification. At the top, a purple bar contains eight white buttons labeled: ATTR 1, ISSUE 2, POS_EXP 3, PERSON 4, CONTXT_USE 5, RETAILER 6, PRODUCT 7, and BRAND 8. Below this bar, the sentence "I don't do a lot of heavy lifting on the computer - don't crunch numbers, don't play involved games, etc." is displayed. The word "computer" is highlighted with a green box labeled "PRODUCT" and a green line. The phrase "don't crunch numbers" is highlighted with a pink box labeled "CONTXT_USE" and a pink line. The phrase "don't play involved games" is also highlighted with a pink box labeled "CONTXT_USE" and a pink line.

Overlapping Spans

The same piece of text can contain more than one entity. You can select all of them individually.



Issue

Definition: a negative experience from a customer or problem related to the product.

Examples: terrible battery life; keeps shutting down; freezing screen

Positive Experience (POS_EXP)

Definition: a positive experience from a customer.

Exemples: bass is great, cpu is fast.

Context of Use (CONTXT_USE)

Definition: situation where the customer uses the product; situations where the product is good.

Examples: gaming, studying,

Person

Definition: human mentioned in the review.

Examples: Father, Mother, Employee, Cashier, Manager

Retailer

Definition: business that sells goods to the public.

Examples: Amazon, Ebay.

Brand

Definition: Company that manufactures the product.

Examples: Samsung, Apple, HP.

Product

Definition: product categories, models; explicit or implicit mentions to products.

Examples: laptop, galaxy s9, macbook pro

Attribute (ATTR)

Definition: any component related to the product.

Examples: battery life, display, RGB keyboard

Annotation Tool Tips

- Use numbers 1-8 to select an entity to label the text;
- If the entity is a single word, you can double left click the word with the selected entity to mark it;
- If the entity is made of multiple words, you can select and drag the words using the left click to mark it;
- press **A** to confirm your annotation and move on to the next example;
- press **BACKSPACE** to return to your previous annotation;
- press **SPACE** to ignore this example and move to the next if you are not sure about what to label.